



2017 Independence Day SPONSORSHIP LEVELS

EXCLUSIVE OPTION

Sponsorship is a great way to become involved and give back to the Anthem Community. The ACC's annual events provide an opportunity for residents to come together and enjoy a lifestyle where traditions and memories are created. To participate, contact Michele DeMichele, mdemichele@anthemcouncil.com.

BENEFITS	\$3500 min. bid* TITLE SPONSOR (limited to one)	\$2000* EVENT (unlimited)	\$1000* FOOD COURT (limited to 3)	\$300 POLE BANNER SPONSOR (limited to 12)
Advertisement in the July 2017 issue of the Resource Guide, mailed to over 10,000 homes.	• <i>Full page</i>	• <i>1/2 page</i>	• <i>1/4 page</i>	
Name recognition in online and printed issues of the July 2017 ACC Resource Guide.	•	•		
NEW! Exclusive name/logo recognition with event banners at designated community locations. Title: Individual recognition at prime community locations. Event: Group recognition at community locations.	• <i>Individual</i>	• <i>Group</i>		
Preferred booth space to include: 10'x10' canopy, table, chairs and linens (request for larger space/canopy will incur additional fees and no guarantee of placement in sponsor row).	•	•		
NEW! Pick your own booth space location from map selection (first-come, first-served).	•	•		
Name/logo recognition on OnlineAtAnthem.com/independence-day (with direct link logo) for 30 days.	•	•	•	
NEW! Company name recognition on OnlineAtAnthem.com Independence Day rotator.	•			
Name recognition in press releases promoting the event.	•			
Name recognition in community eNews promoting the event, with link to event page and "direct link" to your site via your logo.	•			
NEW! Exclusive sponsor recognition in social media posts promoting event.	•			
Name recognition on sponsor banner at event entrance.	•	•	•	
Company banner placement at event; varying size and location depending on package selection.	•			
Company banner provided and hung at sponsor booth or activity location.	•	•		
Two scripted announcements (prepared by ACC) made by the event emcee recognizing the sponsor(s) throughout evening.	•	•	•	
Bracelets to Kid Zone water slides/dry rides.	• <i>4 bracelets</i>	• <i>2 bracelets</i>		
One (1) pole banner with the Independence Day logo and your company name slice at bottom on display for 30 days. Location to be determined by the ACC; property of ACC.				•

May 25, 2017, is the deadline to submit sponsorship packages in order to receive full benefits listed above. Events are held rain or shine, and there is no guarantee of event-day attendance. Sponsorships are non-refundable and non-transferable. **Title sponsor is a sealed bid process.*

Sponsorships are designed to raise brand awareness for your company, create positive PR, and act as a business hospitality that promotes good relations with clients and the community. **Unlimited indicates that any number of businesses in the same industry may serve as sponsors at the event.*

Sponsorships are non-refundable, non-transferable, and cannot be in collaboration with another company (must represent only one company).

resourceguide

AD SPEC SHEET

AD SIZE	BLEED	TRIM	LIVE AREA
Full Page	6.5" x 11.25"	6.25" x 11"	5.75" x 10.5"
½ Vertical	3.5" x 11.25"	3.25" x 11"	2.75" x 10.5"
½ Horizontal	6.5" x 5.625"	6.25" x 5.375"	5.75" x 4.875"
¼ Vertical	-	-	2.75" x 5.5"
¼ Horizontal	-	-	5.75" x 2.265"

File Requirements

Live Area is the designable space. Do not place any text, graphics, etc. outside that live area that you do not want to be cut off. Full and ½ page ads must include bleed.

Passive promotional ads are allowed (i.e. "bring in this ad to receive X% off"), however, dotted-line coupon ads are not permitted.

Accepted File Formats: PDF, JPG, EPS or PSD

Color space: CMYK

Resolution: 300 dpi

Send all artwork to: jflores@anthemcouncil.com. Copy to: mdemichele@anthemcouncil.com